

TWINS DEAR JOHN WORKING GIRL

No.
288
July
1989

MAD

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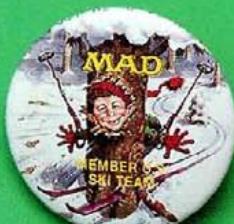
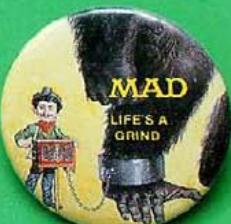
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MAD

As Sen. John Tower learned, dignity is something that can't be preserved with alcohol!
—Alfred E. Neuman

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CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: RICHARD WILLIAMS

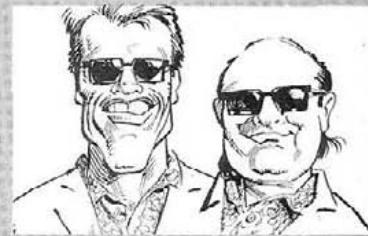
BACK COVER: WRITERS: JOE RAIOLA and CHARLIE KADAU

LUCIFER and TONGUE PHOTOGRAPHER: IRVING SCHILD ANTHRAX PHOTOGRAPHER: MARK WEISS

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"TWINGE"
(A MAD
MOVIE
SATIRE)
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LOOK
AT
SELF-
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LETTERS AND TOMATOES DEPT.



"MORON DOWNER JR."

I am a 36-year-old pastor whose only vice was reading MAD magazine. But now, thanks to your recent satire of Morton Downey, Jr., I record his show "religiously" on my VCR. Thanks for adding yet one more dimension of tastelessness to my life!

Pastor Rick Behrens
Quincy, IL

Rick: Thanks for writing, but we think you've gone too far by having your congregation give you the "high five" and shout "You! You! You! You!" when you enter the church for Sunday services! —Ed.

A MARGINAL ERROR

In MAD #286 you printed the same "Marginal" on page 3 and page 25. Although I realize you ran out of good material YEARS ago, I didn't think you would sink to using cartoons twice in the same issue!

M. Truesdell
Omaha, NE

You printed the same corny cartoon (the one with the mailman and the dog) twice! Don't you realize that we MAD readers suffer enough from reading your garbage once?!

Jonathan Lischke
La Jolla, CA

You fell right into our clever trap, Jonathan! A truly keen observer would see that on page 3, the man is receiving his Publisher's Clearing House Sweepstakes packet, and on page 25 he's receiving his American Family Publisher's Sweepstakes packet! (The picture of Ed McMahon on the front of the envelope is a dead giveaway!) —Ed.

ATTACK OF THE ALFRED E. NEUMAN LOOKALIKES



MAD writer Dick DeBartolo recently dropped by the Nickelodeon cable-TV series "Don't Just Sit There" to supervise an Alfred E. Neuman look-alike contest. This is how some of the contestants looked after they put on the makeup! From left to right are Alyssa Matthews, Richée Leifennant, Anthony Pinto, show host Matt Brown, Dick, Pat Rossetti and Shannon Stribling. Anthony was the lucky (?) winner!! Other readers have been showing us how they look in Alfred E. Neuman disguise kits, too, and we're printing a few for your pleasure. Fal

LAME NAME GAME REFRAIN

I loved Mort Drucker and J. Prete's "Name Game of the Rich and Famous," but they forgot one: Ted Danson Dancin' in Arsenio Hall's Hall!

Tom O'Brien
Staten Island, NY

...Using Sean Penn's Pen to sign George Will's Will!

Eric Rudgers
Arlington, VA

Guys: We didn't forget them! It's just that...you see...well...we have standards! —Ed.



Ryan Wehn, Emmett, MI

"SCOUNDRELS" UPDATE

In MAD issue #285 you ran a piece called "Find-the-Hidden-Scoundrels." While I agreed with most of your choices, I was distressed to see NASA Chief James Beggs included in your parting shot at Reagan's administration. What your researcher failed to note is that all charges were dropped and the Justice Department publicly apologized to Mr. Beggs. The sad fact is that almost no one knows Mr. Beggs had his name cleared on the record.

C. Blake Powers
Knoxville, TN

C. — We Beggs your pardon! —E.

THROWING IN THE FOWL



After seeing "Mr. Meathead" in MAD #285's "Toys 'R' U" Circular, some people asked if it could be used on poultry, too. We think this photo answers that question! And, we hear that a "Mr. Meathead" for fish and tofu will be ready any day now! Aren't science and technology marvelous?

IT'S GETTING LETTERS ALL THE TIME

Frank Jacob's article "When TV Commercials Make Full Use of the Beatles' Songs" in MAD #286 was unerring in capturing the exploitative use of priceless pop tunes in advertising. You have expressed my feelings towards the money-grubbing people who use masterful, heartfelt lyrics to sell their junk to the public.

Craig Stoodley
Calgary, Canada

We couldn't Come Together with you more on this! Something I was just saying Yesterday is that the Helter Skelter use of Beatles' songs to Help advertisers and others do anything but Please, Please Me! They should Let It Be! —Ed. (aka the Fifth Beatle)



DEAD DUCK

How you can rationalize printing those stomach-churning Duck Edwing suicide cartoons in the same issue with an article decrying bad taste ("If Bad Taste Took a Holiday") is beyond me!

David Hubbard
Norwalk, CT

From the time I first started reading MAD I have been impressed with the relevance and cleverness of your humor. "Duck Edwing Contemplates Suicide" however, is the coarsest kind of cheap material based on the "gross-out." The fact that his suicide methods are novel does not excuse their goriness. MAD has always satirized the excesses of society. Now it seems you have decided to contribute to the excesses.

Marion D. Schroeder
Whitehall, MI

Duck Edwing forgot this suicide method: Tape Twinkies to yourself and then run through a fat farm naked!

Murray Jackson
Memphis, TN

"JUNK" MAIL

Enclosed is a snapshot capturing our initial reaction to your obnoxious satire "21 Junk Heap." To make matters worse, Steven (Capt. Fuller) Williams' fingers

are now permanently lodged in his throat! Now don't you feel guilty??!

Holly (Officer Judy Hoffs) Robinson
"21 Jump Street" Hollywood, CA



"21 Jump Street" stars Johnny Depp, Steven Williams, Holly Robinson, Dustin Nguyen and Peter DeLuise get choked up over "21 Junk Heap."



Eric and Tyler Rogstad, Seattle, WA

ZIT DOWN!

I usually like your magazine, but you stepped over the line in #286's "Really Appropriate Sponsors For Rock Tours." Especially about Tiffany! Tell me the truth, have you ever seen a zit on her and do you ever expect to? You have very poor taste and I am really disappointed!

Jennifer Bell
Longmeadow, MA

Jennifer - You shouldn't be ridiculing us, you should be thanking us for making nary a mention of Tiffany's bald spot! Don't write again until you get your facts straight! - Ed.

SUBSCRIPTION LETTER OF THE MONTH

Dear "Mad",

I'm sick and tired of my boyfriend throwing his money away on your magazine every month, and I guess the only way I'll make him stop is by getting him a subscription. Enclosed you will find payment, sent under duress. Every month when I hear the mailman ratcheting outside near the mailbox, I'll know "Mad" has arrived.

Yours, -
Susan
Leonard



Susan Leonard
Berkeley, CA



The Van Winkles, Beaverton, OR

MORON MAIL

Possum soup! Possum soup! All the baby llamas love possum soup!

Jerm Boor
Houston, TX

Bad news for Campbell's! - Ed.



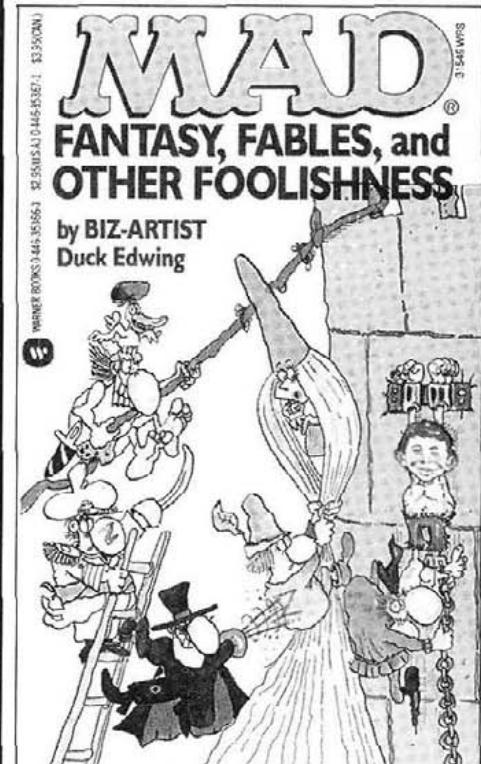
Ted Koppel, Washington, D.C.

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MAD, Dept. 288, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

THE BOOK THE AYATOLLAH REFUSED TO BAN!*

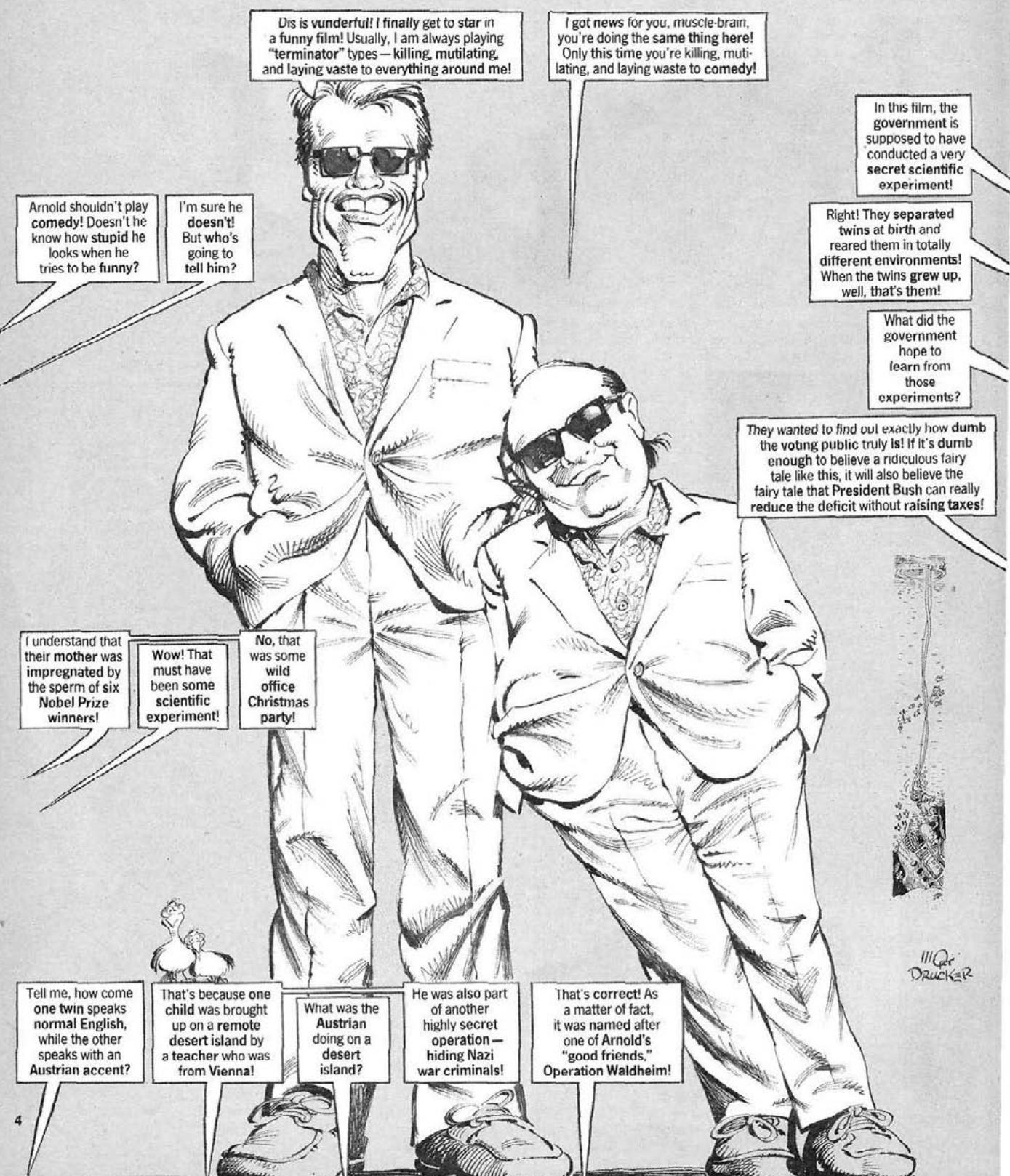
*and also refused to read!



On sale wherever
"Satanic Verses" used to be sold!

OVARY INDULGENCE DEPT.

There are *two kinds* of movie-goers — those who love *good films* and those who love *Arnold Schwarzenegger* pictures! This time around, the big guy drags *Danny DeVito* down with him in a film that is *guaranteed* to make even the most loyal Schwarzenegger fan...



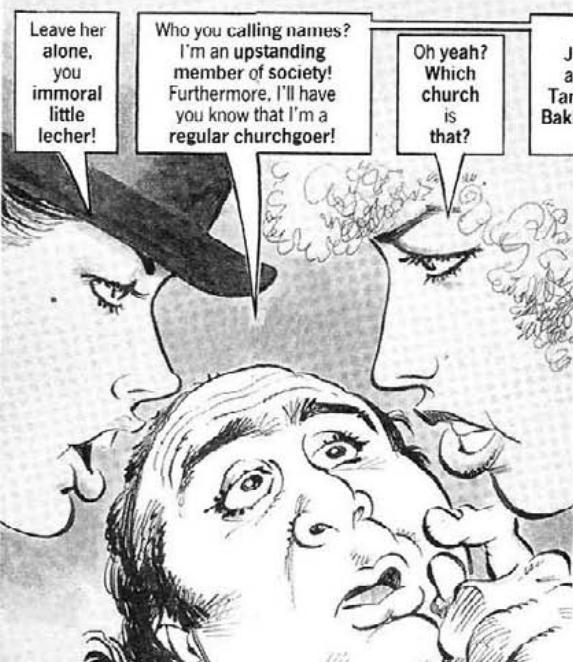
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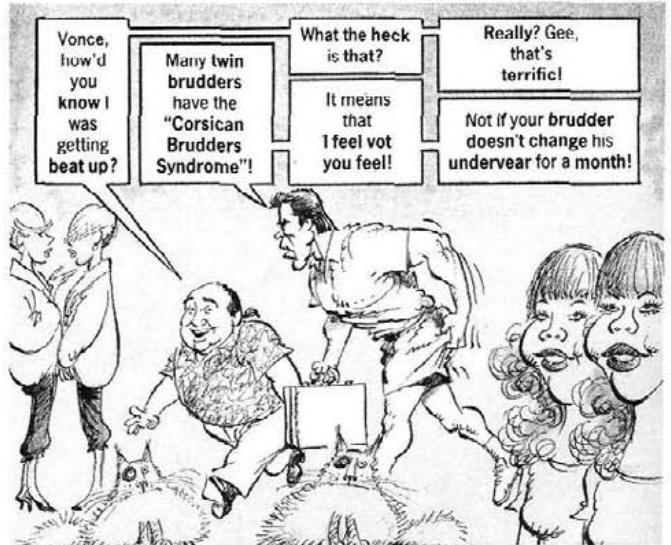
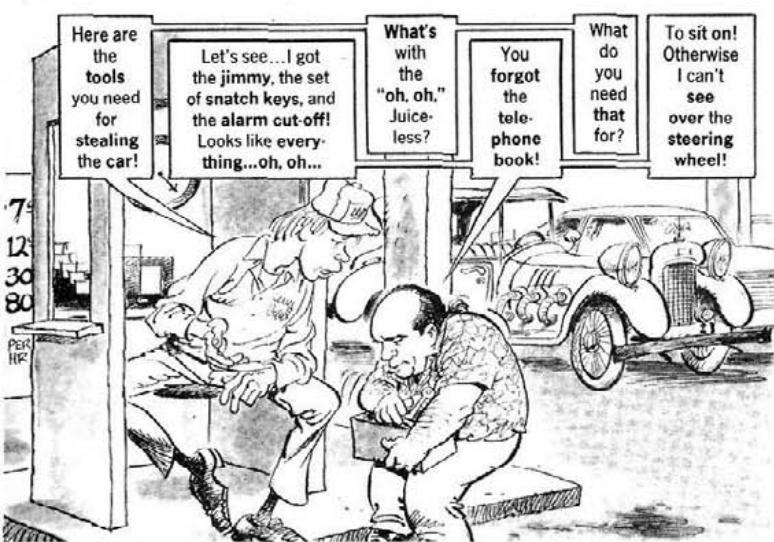
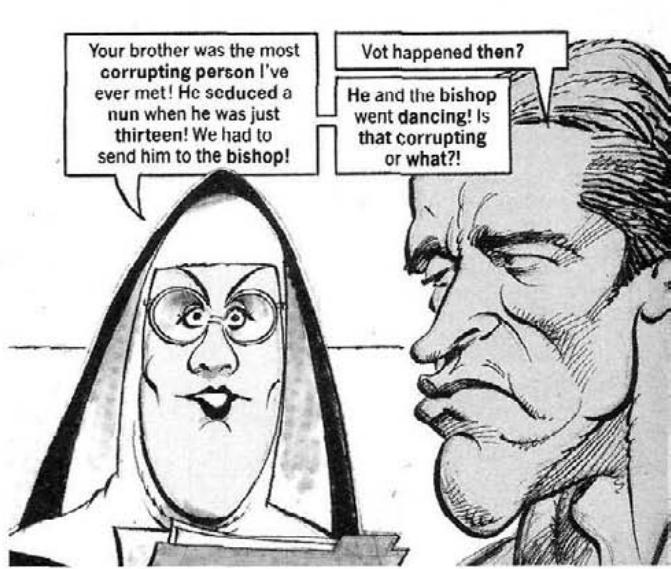
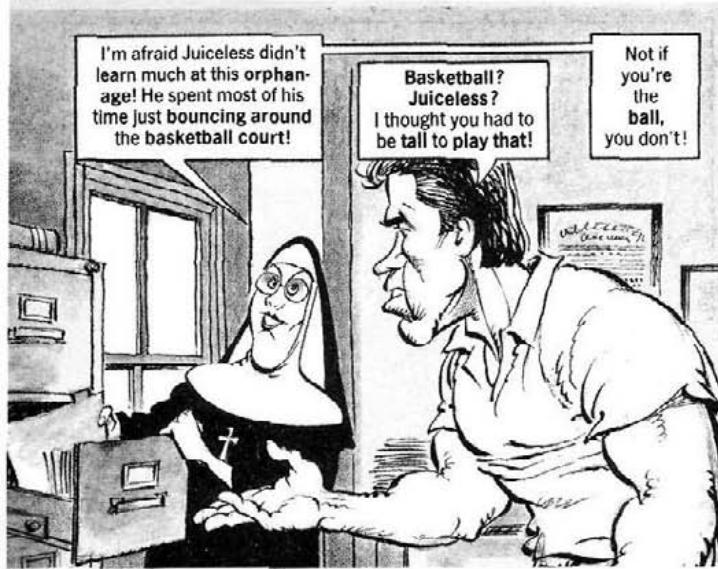


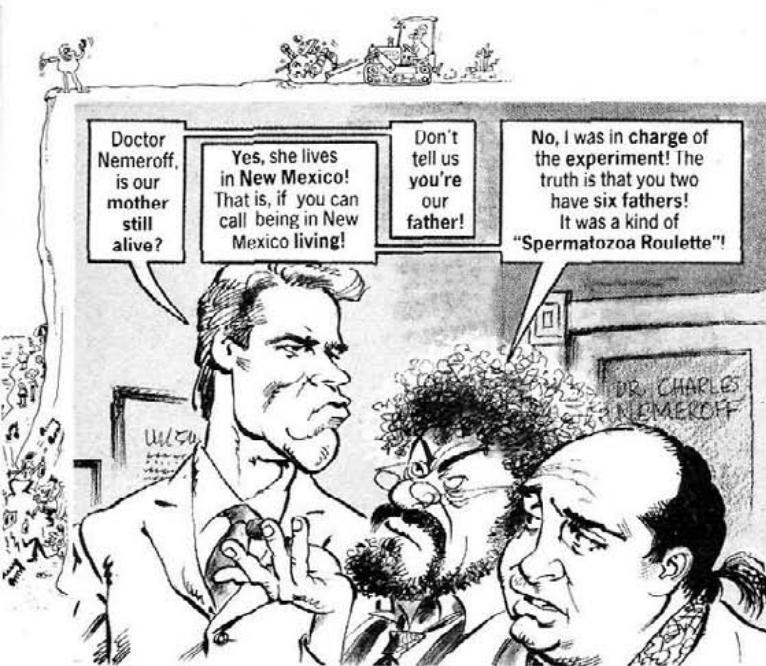
ARTIST: MORT DRUCKER



WRITER: STAN HART

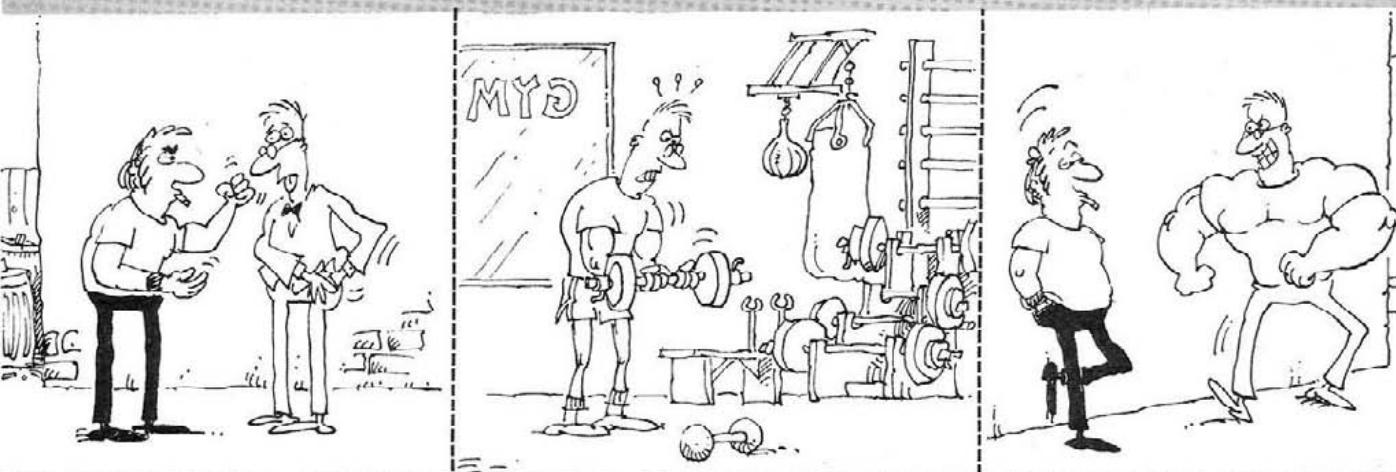




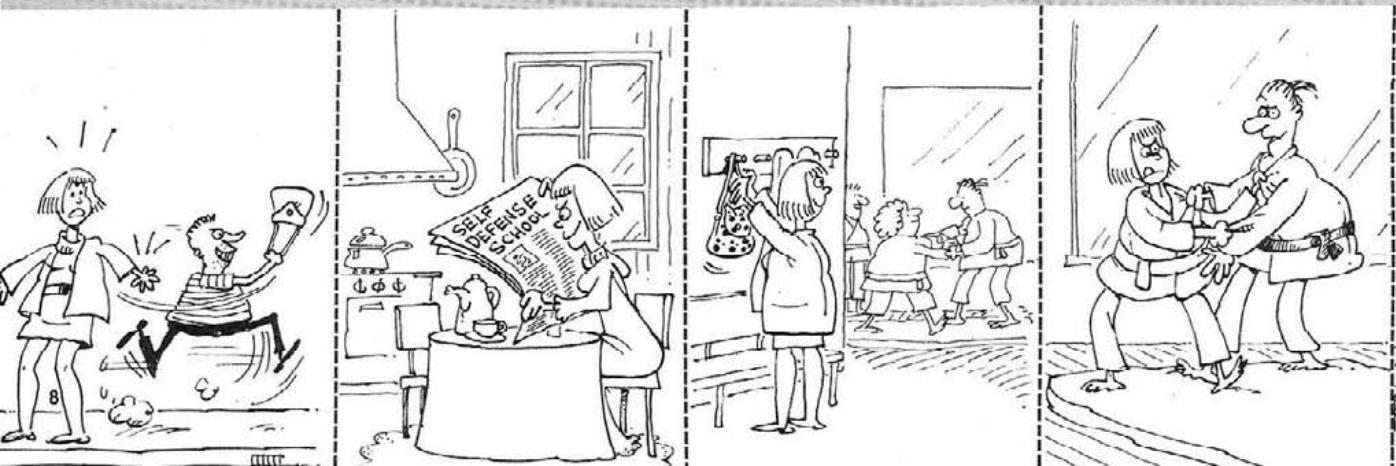
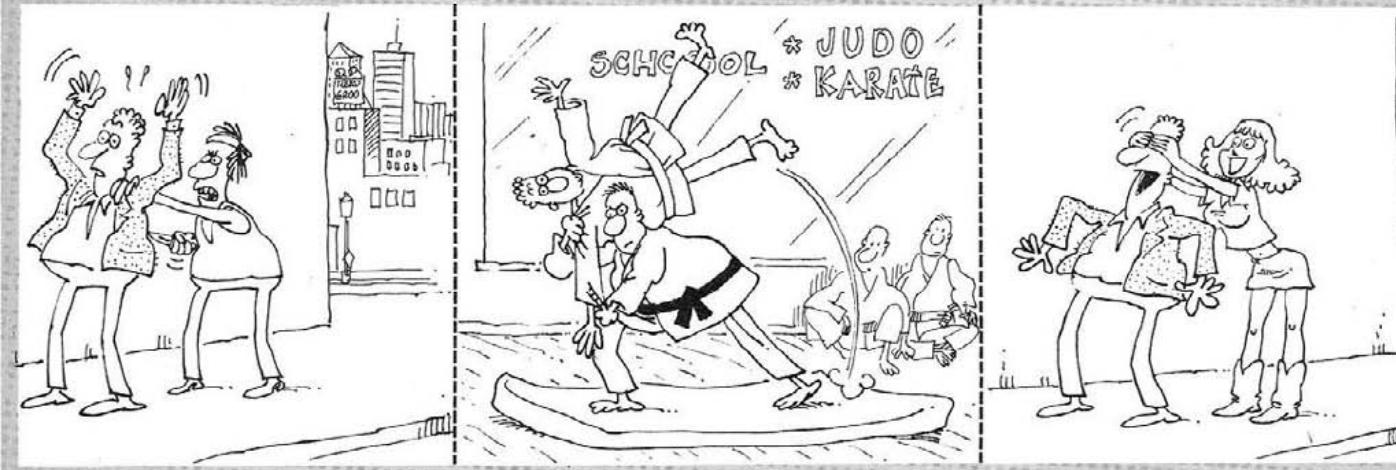


SERGE-IN GENERAL DEPT.

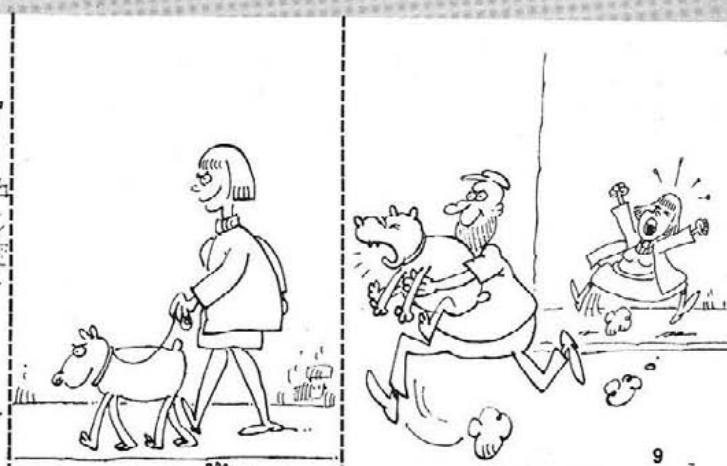
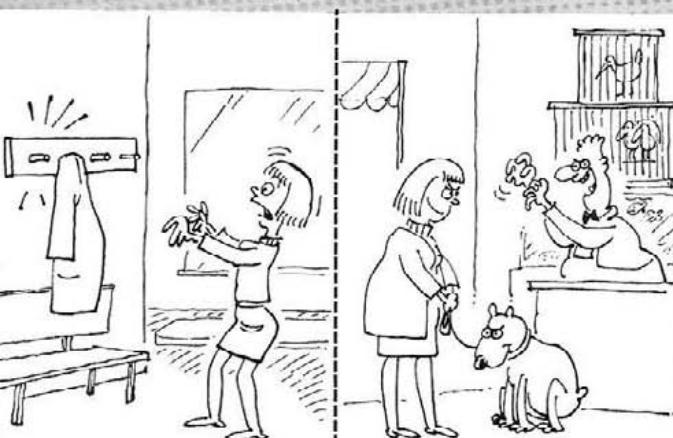
A MAD LOOK AT SELF-

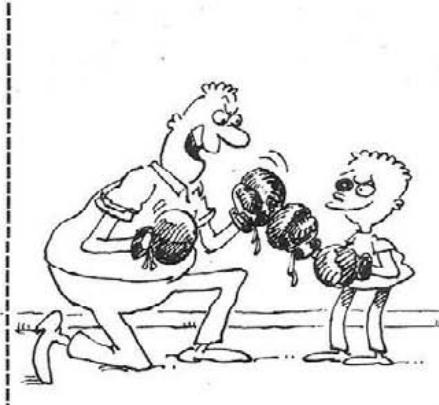


ARTIST AND WRITER: SERGIO ARAQUINES



DEFENSE





NEW COMIC BOOK
SUPERHEROES
BASED ON

REAL PEOPLE



DEFENDERS OF HYPOCRISY



Real Names: Jimmy Swaggart, Oral Roberts, Jim Bakker and Pat Robertson

Origins: Four mild-mannered TV Evangelists suffer exposure to their own ratings, causing them to develop Supernatural Egos...and total immunity from having to practice what they preach!

Powers: Can assume the shapes of con-men, adulterers or money-grubbing megalomaniacs...while simultaneously insisting they're "doing the Lord's work!" Able to cry at will in front of television cameras and appear repentant. Can twist and interpret the Bible in any way they see fit to justify their outrageous behavior. Can convince their followers that by opening a multi-million dollar amusement park they're following a spiritual path!

Enemies: The truly religious, the Internal Revenue Service and loose-lipped church "secretaries."



THE DRUDGE

Real Name: Roseanne Barr

Origins: A fat, sloppy bore of a housewife, Roseanne is visited by a 4th-Dimensional Being from Arcturus who—unable to get through the mess in the living room—goes home, leaving her unchanged.

Powers: Faster than a speeding snail; can leap tall piles of dirty laundry; more powerful than a whiny husband she hasn't let sleep with her for weeks!

Enemies: Soap, mirrors and people who recognize Phyllis Diller's old act when they hear it!

SPASTIC J MAN



Real Name: Bob Goldthwait

Origins: Bob's mother, while pregnant with him in 1965, ignores medical advice and attends a Don Knotts film festival—with predictable and tragic results.

Powers: Can hypnotize entire audiences into believing that an hour of screaming and nervous tics is a comedy act; able to set attitudes about mental illness back 20 years without even trying!

Enemies: Comparisons to Jerry Lewis; de-caffeinated coffee.



Real Name: P.W. Botha

Origins: One evening in 1848, P.W. forgets to leave a wake-up call with one of his slaves...and sleeps through an entire century of changing racial attitudes!

Powers: Can ignore any pleas for human rights yet devised by man; able to make Hitler and Mussolini seem like progressive social thinkers in comparison!

Enemies: Everyone.



Real Name: Mike Tyson

Origins: In a deal with the Devil of Boxing (an associate of Don King), Mike gets to win the Heavyweight Championship of the World, but must, thereafter, do everything he can to wreck his image (and a potentially lucrative endorsement career!).

Powers: Can effortlessly inflict more damage on himself—through bizarre public statements, street scuffles and accidents—than all of his boxing opponents combined!

Enemies: Success, adulation and automobile-seeking trees.



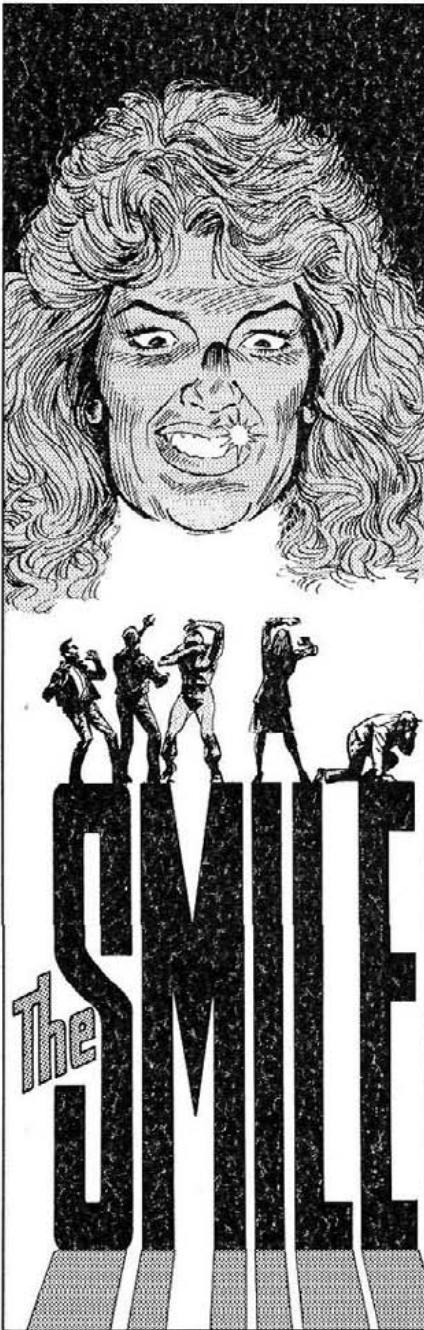
NECRO MAN

Real Name: Elvis Presley

Origins: A mere superstar in life... until an untimely death in 1977 transforms him into...the HOTTEST PROPERTY in the HISTORY OF SHOW BIZ!

Powers: Controls—from beyond the grave—vast armies of money-making merchandisers, impersonators and biographers. Occasionally "materializes" at shopping malls, football games and Tabloid newspaper editorial offices.

Enemies: Cheesecake (*still!*).



Real Name: Mary Hart

Origins: The laboratory creation of a twisted TV-programming genius, Mary is part woman, part Miss America semi-finalist and part chipmunk!

Powers: Can blind otherwise discerning TV viewers with her 10-megawatt pearly whites! Can single-handedly keep a lame "info-tainment" program on the air through sheer force of perkiness!

Enemies: Show-Biz Obituaries and cheek-muscle cramps.

TEEN-AGE MUTANT KID SHOW HOST



Real Name: Pee-wee Herman

Origins: Afflicted in childhood with "Trick Hormones," Pee-wee's growth is permanently stunted—leaving him, to this day, with the mind and body of a 12-year-old (but, curiously, the hairline, wrinkles and beard stubble of a 35-year-old!).

Powers: Able to nauseate even the 6-year-olds he's aiming for; can peel paint with his stupid giggle; can make anyone long for the "sophisticated humor" of The Three Stooges!

Enemies: Puberty, rising literacy rates and furniture that can't keep up its end of a conversation.

CAPTAIN AYAR



Real Name: Donald Trump

Origins: The son of a lowly real-estate millionaire, Donald vows at an early age to lift himself out of such poverty—by any means—and become a respectable billionaire!

Powers: Can devour an entire block and still be hungry for more; able to turn a 1-bedroom slum shack into a \$500,000 "Luxury Co-op"; can leap over zoning laws with a single "campaign contribution"!

Enemies: Lawful tenants, New York City Mayor Ed Koch, "communistic" ideas like "Rent Control," and the word "enough."

FRESH FLESH

Real Name: Cher

Origins: A head injury sustained in a disco roller-skating accident in 1976 leaves Cher without her sense of modesty and good taste.

Powers: Can shock even jaded Hollywood types with her tacky displays of bare skin; able to turn the most dignified occasion into an excuse for exhibitionism.

Enemies: Cold weather, TV censors and competent dress-designers.



INCREDIBLE BULK



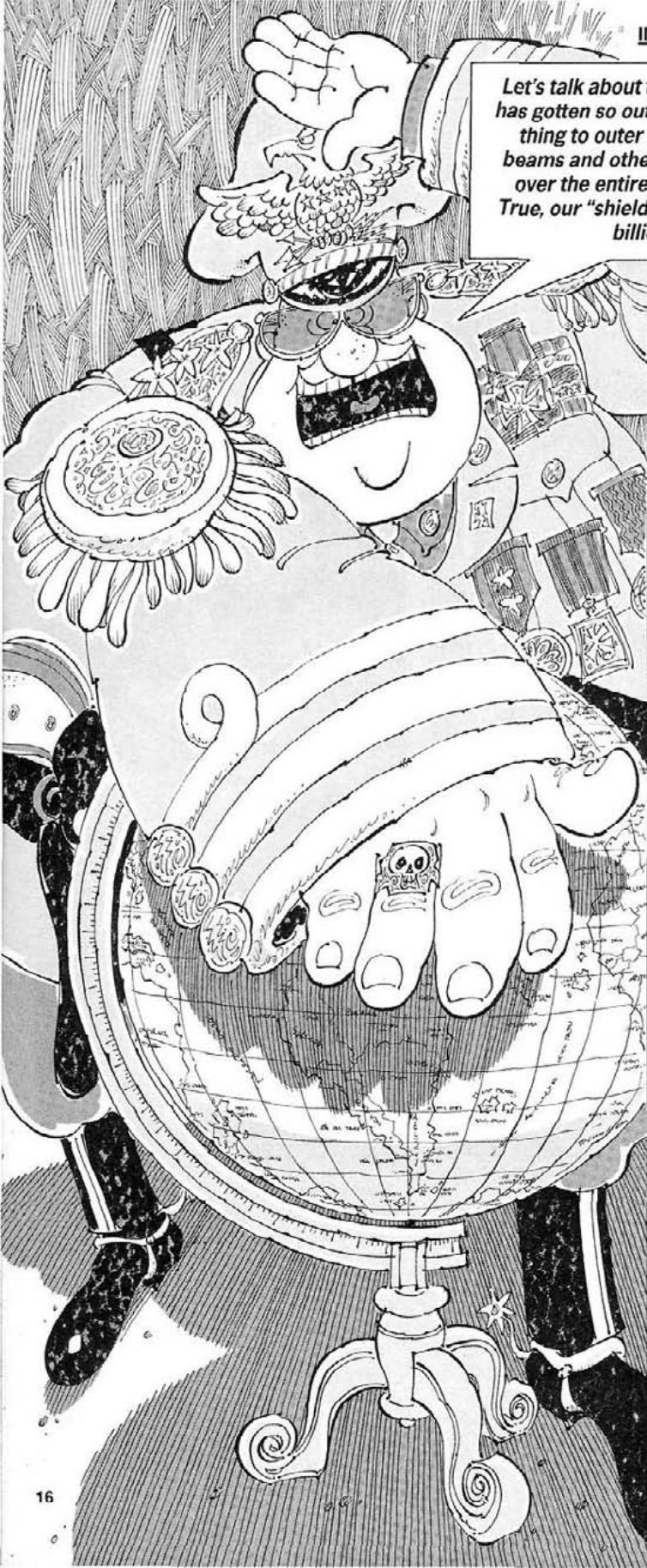
Real Name: Bill Gaines

Origins: Born of the same swirling hot gases that spawned our solar system eons ago, Bill drifts through space alone—until the Earth finally succumbs to his gravitational pull.

Powers: Able to leap his untied shoelaces (on a good day); faster than a speeding glacier; more powerful than GARLIC!

Enemies: Seismographs, 30,000-calorie Starvation Diets, "Wide Load" street restrictions, weak spots in the Earth's crust, stairways and Blue Cross forms.

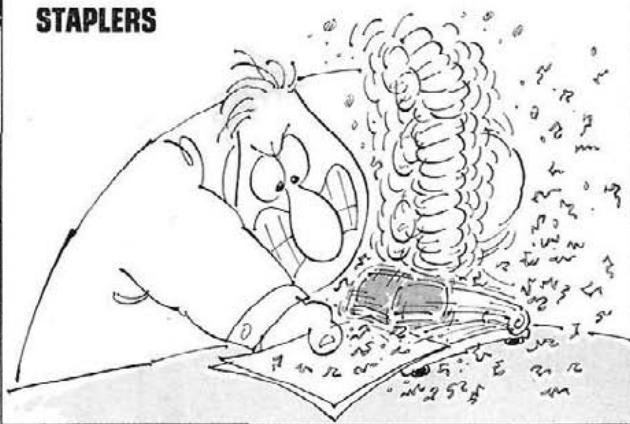
Let's talk about the "star wars" defense system, shall we? The arms race has gotten so out of hand here on earth, we've decided to move the whole thing to outer space! Imagine a network of super-sophisticated laser beams and other miracle devices so powerful they will create a "shield" over the entire U.S. of A. that no Russian bombs can penetrate! (Hah!) True, our "shield" doesn't exist yet, but how can we miss? We're spending billions to develop it! And what does that mean?



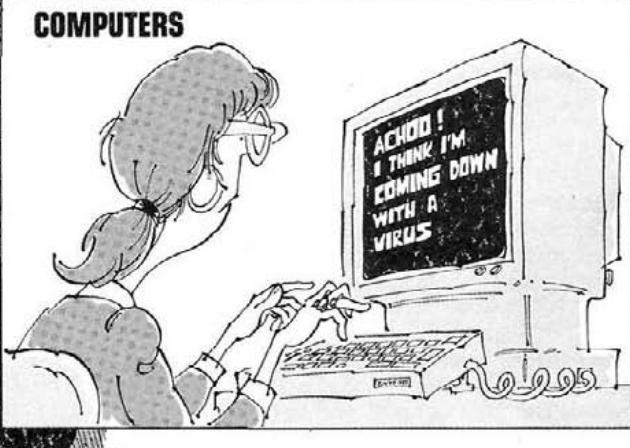
VCR'S WITH AUTOMATIC TIMERS



STAPLERS



COMPUTERS



THE STAR WARS DEFENSE SYSTEM CAN'T FAIL!

After all, we've already proven our skill at building...

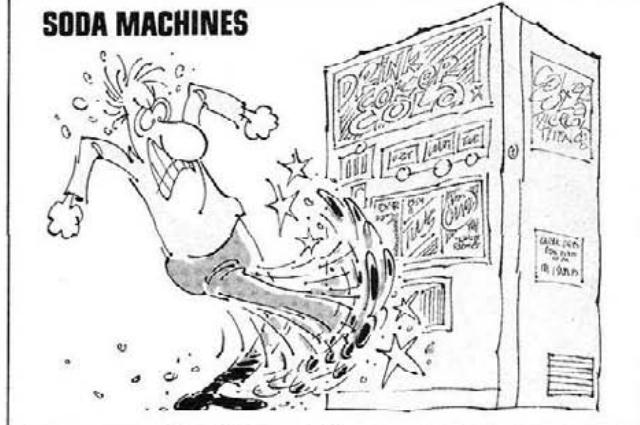
ARTIST: PAUL COKER

WRITER: JOHN S. MARSHALL

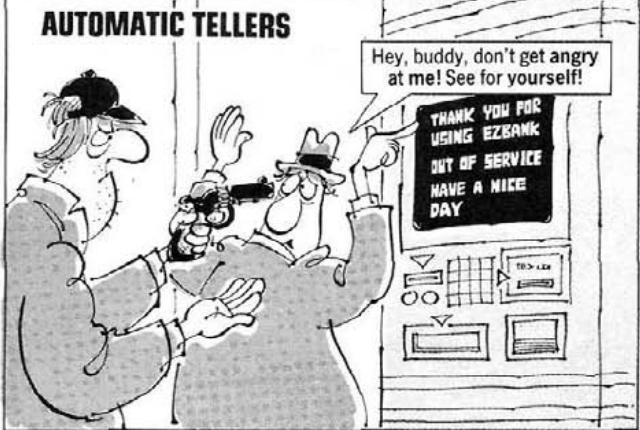
UMBRELLAS



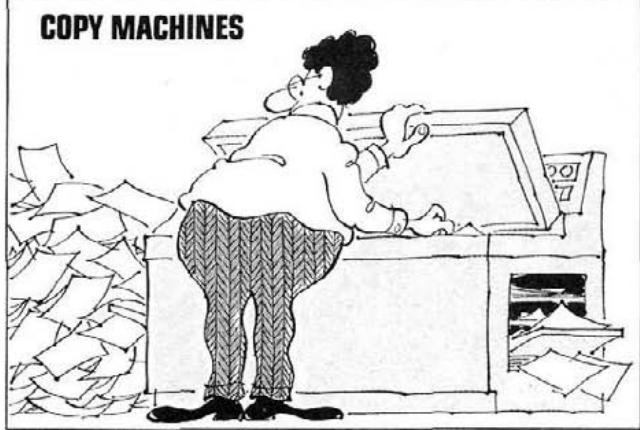
SODA MACHINES



AUTOMATIC TELLERS



COPY MACHINES



ZIPPERS



NUCLEAR POWER PLANTS



FRANK ON A ROLL DEPT.

What's the one sure-fire way of making it big in today's rock scene? Just take a look at the group called Poison, and the answer is obvious: To reach the top of the heap...

Leather Clothes Mus



It Be Worm

(sung to the tune of
"Every Rose Has Its Thorn")

Don't..need....much musical skill
when we play our gig to-night;
Our group has climbed the charts to-gether
'cause our look..to-day..is..right;
Yeah, we're comin' off bad, we're
comin' off rough,
Like a case..of..urb-an..blight;
What a sight...when..they..see..us!
What a sight!
(Which is why we always say)

Leath-er..clothes must be worn!
With those whips..and..chains you
can't go wrong!
If you're big..in "Billboard" with a
Top..Ten..song—
Leath-er..clothes must be worn!

We've made a pile by playin' it weird,
Puttin' on our wack-o..show;
Are we guys? Are we girls? Are we
straight? Are we gay?
Who can tell? Hell, WE..don't know!
Kids adore our tattooed bel-lies,
And our nose-rings are...a..gas;
And you got-to a-gree that the fans..go..wild
When we turn a-round and moan 'em—
that's..real..class!

Leath-er..clothes must be worn!
Gross 'em out—you'll come off
loud and strong!
Make like Nazi..junk-ies at a
"Sing..A-Long!"
Leath-er..clothes must be worn!

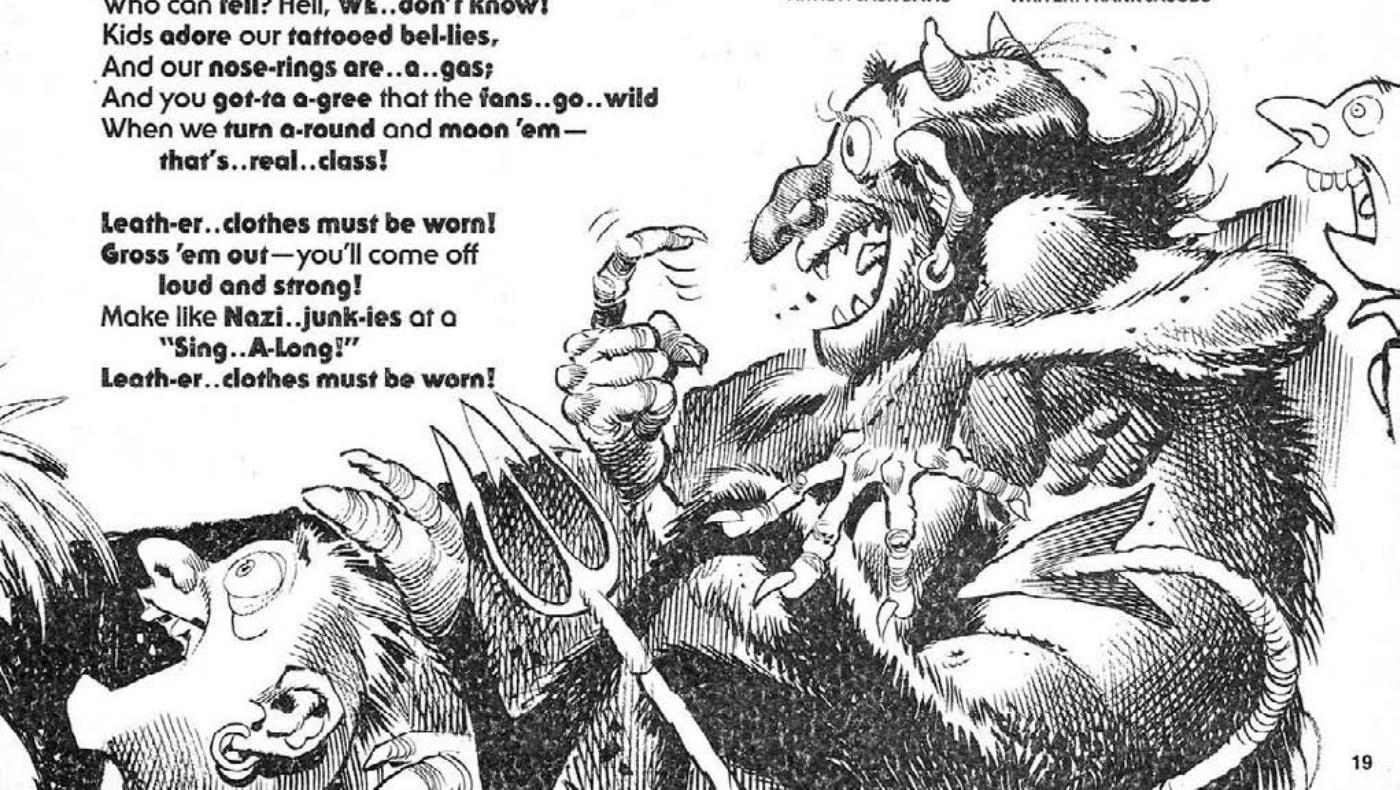
We're the new rock gen-er-a-tion,
And we owe a lot to Cher—
Not for play-in' heav-y..met-al,
But for all the heavy metal
that..we..wear!

Ev'ry mach-o shtick, ev'ry sick-o kick
Keeps our gigs from gettin'..dull—
Like the time we..let..a Doberman loose
And he fetched a hu-man..skull;
You can kiss off Cyn-di..Lau-per,
Michael Jackson and..his..chirps;
With our boots and daggers and hang-man's rope
All the rest of them are just..a..
bunch..of..wimps!

Leath-er..clothes must be worn!
In our world..the Beach Boys don't belong!
Sell your soul..to..Satan and you
can't..go..wrong!
Leath-er..clothes must be worn!

ARTIST: JACK DAVIS

WRITER: FRANK JACOBS



FROM BAD TO REVERSE DEPT.

Attention readers! Get ready for MAD Switcheroos!! What are they you ask? Well, here's one: What's the difference between a smiling coward and a tired ape? A smiling coward



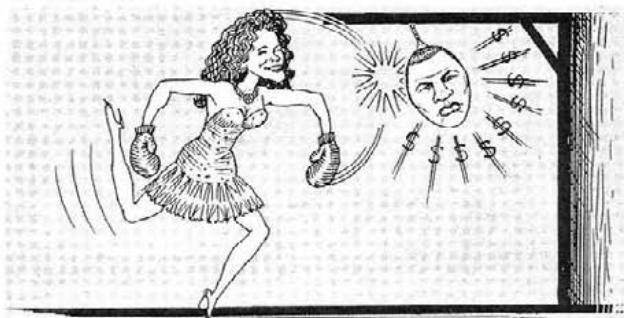
MAD SWIT

ARTIST: AL JAFFEE

Q. What's the difference between a limping jogger and Robin Givens?



A. A limping jogger pulls a **MUSCLE ON A HIKE**;



A. Robin Givens pulls a _____.

Q. What's the difference between an angry general and the New Jersey shore?

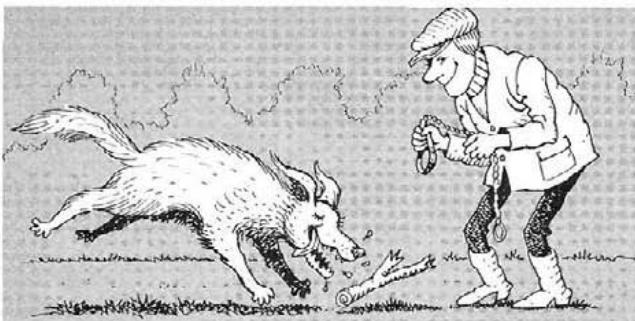


A. An angry general is **POORLY SALUTED**;



A. The New Jersey shore is _____.

Q. What's the difference between an Irish setter and a student eating school cafeteria food?



A. An Irish setter is **RED AND FETCHES**;



A. A student is _____.

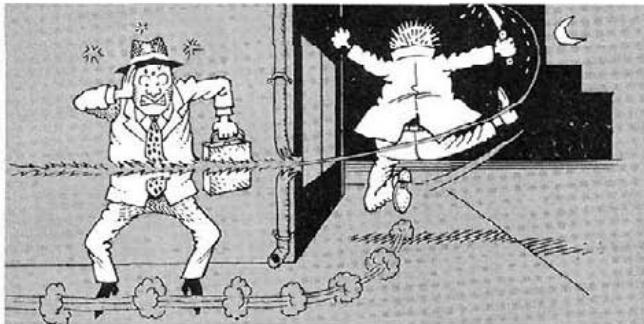


is a **CHEERY WIMP**; a tired ape is a **WEARY CHIMP**! See? It's easy! And fun! And it sharpens your mind, which is no small feat given your hat size! Get it? Good! Now you finish these

CHEROQOS

WRITER: FRANK JACORS

Q. What's the difference between a hit-and-run stabber and a shy exhibitionist?



A. A hit-and-run stabber
SLASHES ON THE FLY;



A. A shy exhibitionist

Q. What's the difference between a so-so wide receiver and Dan Quayle on *Meet the Press*?

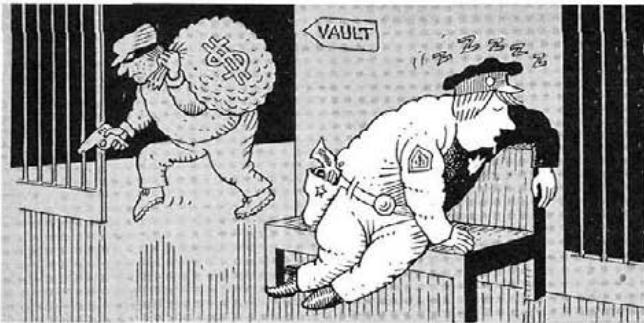


A. A so-so wide receiver is
BUMPED AND STUMBLES;



A. Dan Quayle on *Meet the Press* is

Q. What's the difference between a drowsy night watchman and a swamp creature?



A. A drowsy night watchman
SLEEPS THROUGH THE CRIME;

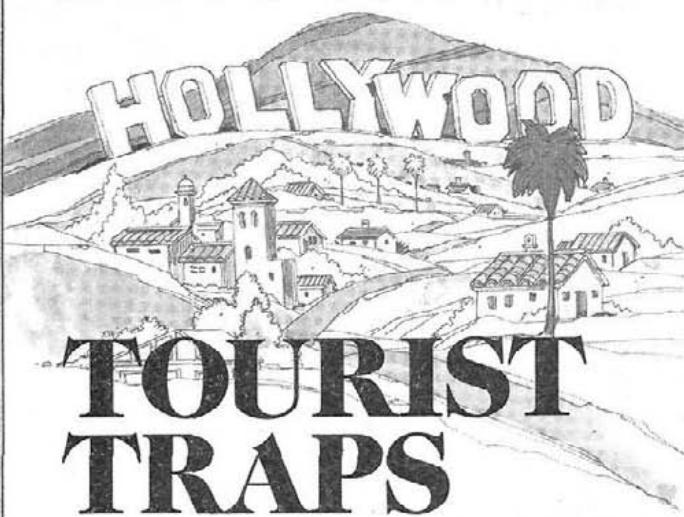


A. A swamp creature

PERSONS, PLACES AND STINGS DEPT.

Next time you visit L.A., don't go on some rinky-dink tour of Hollywood. Don't cruise Sunset Blvd. in a bus! There are plenty of other exciting things to see (so what if you've never heard of them!) and they're easy to find when you follow

A MAD GUIDE TO LESSER-KNOWN



— FREE —
— TAKE ONE —



ARTIST: BOB JONES

WRITER: MIKE SNIDER

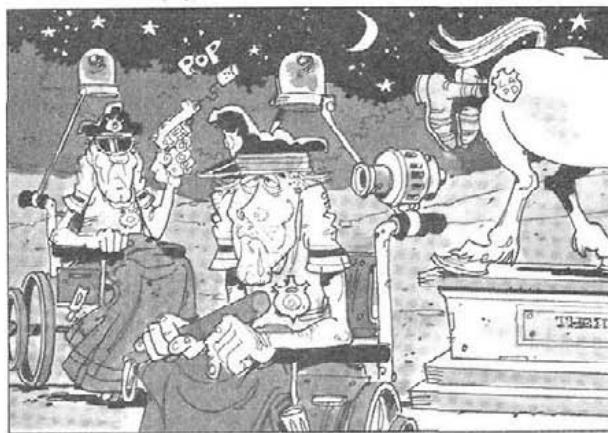
The Fox Network Studio Tour



When you're #4—and half the country doesn't even know you exist—you've got to make money somehow! So the Fox Studio is opening its doors to the public (and overcharging five bucks a head!). Come on in (if you've got nothing better to do!) and see all the shows the other networks turned down!

(DIRECTIONS: Drive south on the Hollywood Freeway until you see the Fox executives jumping off the Sunset Blvd. overpass!)

The Motion Picture Home For Retired "Police Academy" Writers



Hollywood takes care of its own—even those hack screenwriters responsible for the dumbest series of so-called comedies in movie history! Yes, these poor victims of "Lame Gag Burn-Out" (average age: 26) are spending their remaining years in peace and quiet, and—most importantly—away from typewriters and motion-picture cameras!

The Comedy Ward



Changing public tastes in comedy have turned this L.A. hospital psychiatric wing into a spawning ground for new stand-up talent. With such high-decibel alumni as Bobcat Goldthwait, Sam Kinson, Judy Tenuta and Gilbert Gottfried, "The Ward" is rapidly replacing The Improv as "the" place to catch the screamers of tomorrow!

The Museum Of Bizarre Outfits Cheri Has Worn

Relive some of Hollywood's wildest, scariest moments:

- MONSTROUS feather arrangements!
- SPINE-CHILLING blobs of sequins!
- HAIR-RAISING haltertops!
- FRIGHTENING and TASTELESS displays of bare flesh!

So terrifying you may never shop for clothes again!



Tour Of The Stars' Divorce Lawyers' Homes



There are stars...there are superstars...and then, there are STARS' DIVORCE LAWYERS — the real moneymen of Hollywood!

Take a fully guided tour of Southern California's most luxurious estates — paid for with money squeezed from some of your favorite celebrities in nasty divorce trials! Forget how the "other half" lives! See how the guy who took the other half to the cleaners lives!!

The Dead Celebrity Book And Souvenir Emporium

Serving the Hollywood community for over three years, this shop offers the most complete selection of Dead Celebrity memorabilia in the world! Every exploitative biography...every "kiss 'n tell" book...every coroner's report and morgue photograph! Truly one-stop shopping for the discriminating necrophile. Remember, "If you can't find it here — they must still be alive!"



And don't miss these other fine attractions:

- Rock N' Roll Wild Animal Park
- The Tomb of the Unknown Oscar Nominee
- Cheech and Chong Gardens

SPECIAL TEST APPEARANCE DEPT.

Surprise! You thought a pop-quiz only happens to you in history class, right? Wrong! It can happen any place! But we're not going to test you on history—it's boring and besides, we know nothing about it ourselves! This quiz is about things they don't teach you in school, but you should know anyway. No, it's not how to pass a roadside sobriety test, it's...

MAD'S METAL QUIZ

ARTIST: RICK TULKA

WRITER: CHRIS HART

HEAVY METAL

1. How do the members of Aerosmith spend their time off?
A) Removing their mascara
B) In the Betty Ford Center
C) Helping the deaf to recover from their concarts

4. Complete this Heavy Metal lyric: "I love you with
all my heart."
A) "But this song won't make the chart"
B) "Tho' my hair will never part"
C) "Kill your dog for Satan"

12. Billy Idol snarls so much because:
A) It's no fun singing with a safety pin in your ear
B) Whipping women hurts him more than it does them
C) If fans look at his snarl, they might overlook his scrawny body

2. Heavy Metal singers grab their groins a lot when singing because:
A) Tight leather pants rarely have pockets
B) They need to remember what they're singing about
C) Crab lice itches

5. What do Ozzy Osbourne and a cucumber have in common?
A) They're most frequently seen pickled
B) Neither of them can sing
C) They both have no taste

8. Heavy Metal's major contribution to music is:
A) Songs that are logical and sentimental
B) The use of rhymes
C) Licking the guitar

13. Women date Heavy Metal rock stars because:
A) Their boyfriends haven't gotten paroled yet
B) Men in the arts are so fascinating
C) Heavy Metal musicians are the only ones who will date 14-year-olds



3. Organizations that try to censor Heavy Metal lyrics believe that the First Amendment is:
A) Only applicable to people who agree with them
B) An oversight the Founding Fathers made
C) Only a theory, just like evolution

6. Heavy Metal stars who do anti-drug commercials are:
A) Pissed at their dealers
B) Starved for T.V. exposure
C) Bigger liars than Joe Isuzu

9. Most parents think that Heavy Metal is:
A) Something to do with uranium
B) Fun for the entire family
C) What good kids will turn to if they quit taking piano lessons

10. Every successful Heavy Metal music video requires:
A) An educational theme
B) A blond babe in a leopard miniskirt
C) A large booze budget

14. Heavy Metal album covers never stoop to portraying:
A) Nuns in bondage
B) Men dressed in women's clothing
C) Anything wholesome

1. Oil is to water the way:
A) Yuppies are to cuisinarts
B) Sugar is to kids' cereals
C) Frank Zappa is to Tipper Gore

11. Radio stations play very little Heavy Metal music because:
A) Most heavy metal listeners are Amish, and they shun radio
B) Their regular listeners would mistake it for static
C) Even disk jockeys have some standards

GRADING THIS QUIZ

For questions 1-5 give yourself one point for every "A" answer, two points for every "B" answer, and three points for every "C" answer. For questions 6-10 (except numbers 7, 8, and 9), give yourself one point for every "A" answer, one point for every "B" answer and one point for every "C" answer. For all other questions, give yourself five points for every "A" answer, and deduct five for every "B" or "C" answer. Deduct an additional ten points if, after having read this, you weren't smart enough to change all your "B" and "C" answers to "A"!

INTERPRETING YOUR SCORE:

If you actually took the time to take this little test (let alone figure out your score), congratulations! No matter what you scored, it's obvious you have the kind of mind Heavy Metal music appeals to!

PROGRESS REPORT DEPT.

They say you can't stop progress. But we say, **TOO BAD!** The alleged "progress" we've seen has resulted in more suffering and misery than it has in benefits to mankind! To prove it, here's just a smattering of...



The Postal Service saved us tons of time by shortening the abbreviation for Michigan from "Mich." to "MI." Now we waste even more time trying to figure out whether "MI" stands for Michigan, Minnesota, Mississippi or Missouri.

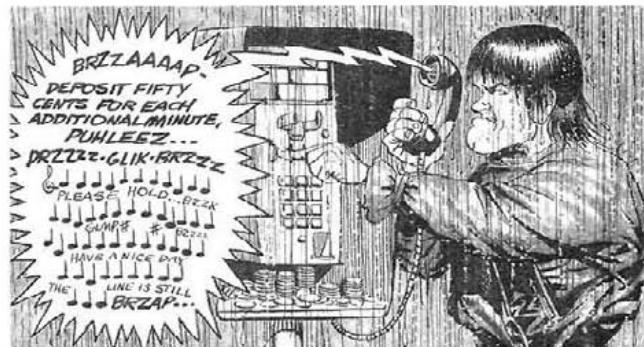


The trash compactor is a modern wonder that makes it unnecessary for us to hunt for valuables we threw away by mistake, because we know, even if we find them, they'll be crushed.



Automated manufacturing has enabled the retail price of the cheapest VCRs to drop well below \$200. Interestingly, the cheapest VCRs soon require the services of a repairman who is *unautomated* and whose price has risen well above \$200.

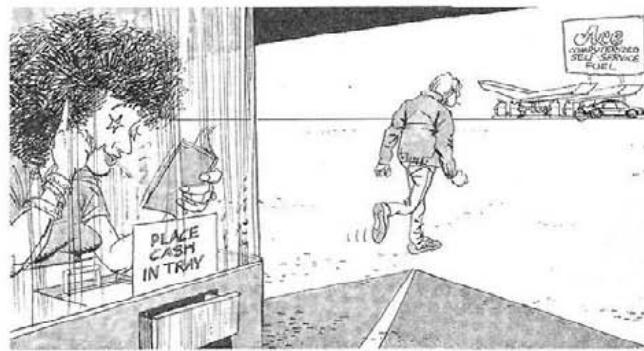
SCIENTIFI



Thanks to science, we no longer get a grating busy signal when we call an overloaded office phone number. Instead, we're put on "hold," and are forced to listen to some bad recorded music, often at a toll charge of fifty cents per minute.



Glass milk bottles that occasionally broke have now been universally replaced by cardboard milk cartons that virtually always leak.



Jiffy self-service gas stations let you speed up to the pump, walk over and give the cashier your money, walk back to pump your gas, walk back to collect your change and then walk back to your car again—all in less than an hour.

IC ADVANCES THAT UNIMPROVE



ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

OUR

LIVES!

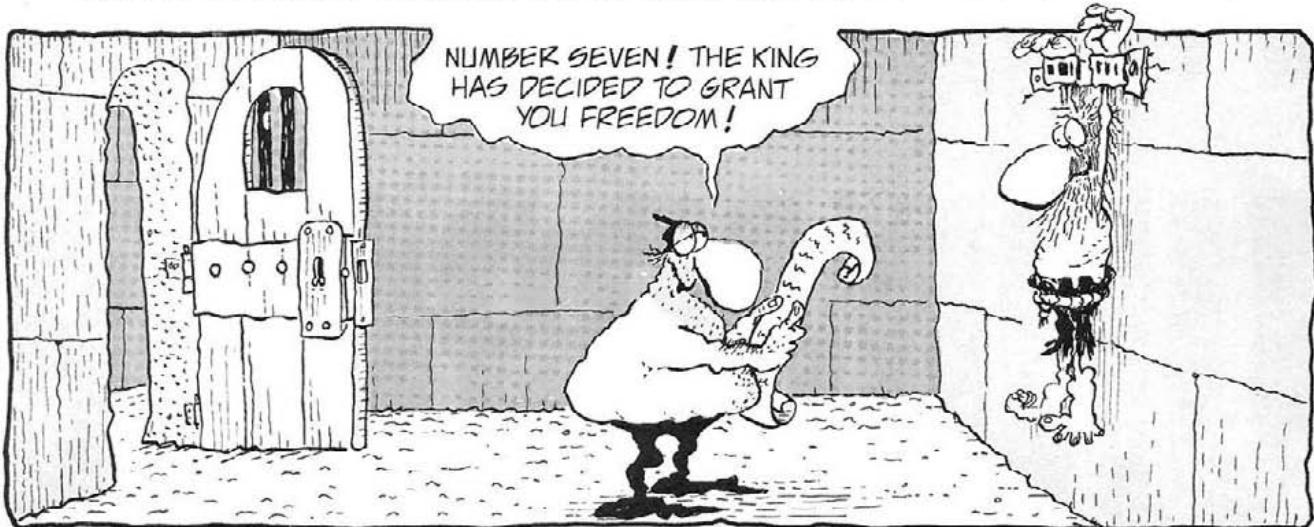


By transferring bulky card files to microfilm, libraries freed up lots of space to accommodate all the additional people who now must wander aimlessly hunting for books because they don't know how to operate a microfilm machine.



The thirst for knowledge has prompted most universities to offer Master of Business Administration degrees. As a result, we now have enough Ivan Boesky clones to defraud every man, woman and child in the country.

THE DIABOLICAL DUNGEON DECEPTION



ARTIST AND WRITER: DUCK EDWING



FROM RAGS TO BITCHES DEPT.

Can an actor who fought Darth Vader's Evil Empire and explored the Temple of Doom find happiness as a Wall Street sharpie? Can an actress who fell in love with a Ghostbuster, annihilated Aliens and lived with gorillas gain success as a corporate boss? Only if they're prepared to see their careers go right down the tubes as they're ambushed by a...

A MAD MAGAZINE FILM Lurking Girl

ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS

I'm Tush Megillah! I start out in this film as a lowly secretary, but wind up incredibly successful with a fabulous career and the man of my dreams! It's sort of a modern-day version of "Cinderella" or "Snow White"—the big difference being that those stories were a lot more believable and true-to-life!

I'm Junk Trader, a Wall Street wheeler-dealer! I help people with a lot of money find something to buy with it! For instance, when Ted Turner had cash to spare, I found him the Atlanta Braves! When Donald Trump had cash to spare, I found him the Plaza Hotel! When the Japanese had cash to spare, I found them the United States!

I'm Carrion Barker, a ruthless, powerful executive! To get where I am today, I graduated magna cum laude from Bryn Mawr, then served two years as a U.S. Marine drill instructor at Camp Lejune! I may seem macho, but beneath this tough exterior, I'm all woman, right down to my jock strap!

I'm Ivan Boesky, real-life stock swindler and convicted felon! I've got nothing to do with this film—I just thought you might like one small taste of the real financial world before drowning in this phony crap!



I hate being a
secretary! How come
I can't become a
stockbroker like
you guys?!

Because you don't know
how to predict trends
in the economy!

Oh yeah? During the
Crash of '87, I pre-
dicted a lot of people
would lose money!

Then when housing
construction went up
80 percent, I predicted
a lot of people would move!

And during the drought
last summer, I predicted
there'd be a lot of
very unhappy farmers!

Big deal!
So you
made some
lucky
guesses!



MUCK, THE
WAY YOU
TREAT ME
MAKES ME
THINK YOU
DON'T
RESPECT
ME!

BUT I DO! I RESPECT THE WAY YOU CRAWL
BACK TO ME AFTER I TREAT YOU LIKE DIRT,
THE WAY YOU STICK AROUND WHILE I HUMILIATE
YOU IN PUBLIC, THE WAY YOU TAKE
MY ABUSE WITHOUT SO MUCH AS A WHIMPER!

WELL, OKAY, JUST SO LONG AS YOU
DON'T THINK THAT I'M A WIMPETTE!

SOMETHING
MILD

WHAT'S BOthering TUSH?

THE GUYS HERE GOT HER A JOB
INTERVIEW WITH A BIG-SHOT
FINANCIER, BUT THE JOB IN-
CLUDED HAVING SEX WITH HIM!

HOW COME
SHE'S SO
STEAMED?

HE SAID SHE WAS
OVERQUALIFIED!



FIND
ME A
JOB
IN
ANOTHER
DEPARTMENT!
I'M
DESPERATE!

YOU THINK YOU'RE DESPERATE?
LAST YEAR I WON AN OSCAR
FOR "MOONSTRUCK"! NOW ALL
I CAN GET IS A TWO-MINUTE
BIT PART IN THIS CRUMMY
FLICK!! TELL YA, MY LIFE
IS GOIN' DOWN THE TOILET!

WHAT RUINED
YOUR CAREER?

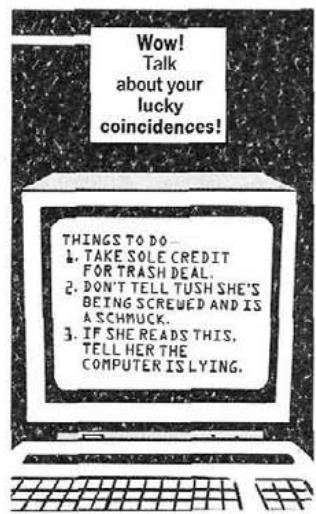
MY COUSIN MIKE'S DIS-
ASTROUS CAMPAIGN FOR
THE PRESIDENCY! ONCE
YOU'RE A LOSER IN THIS
BUSINESS, FORGET IT!

THERE'S ONE
JOB OPEN—
SECRETARY
TO CARRION
BARKER!
SIGN HERE!

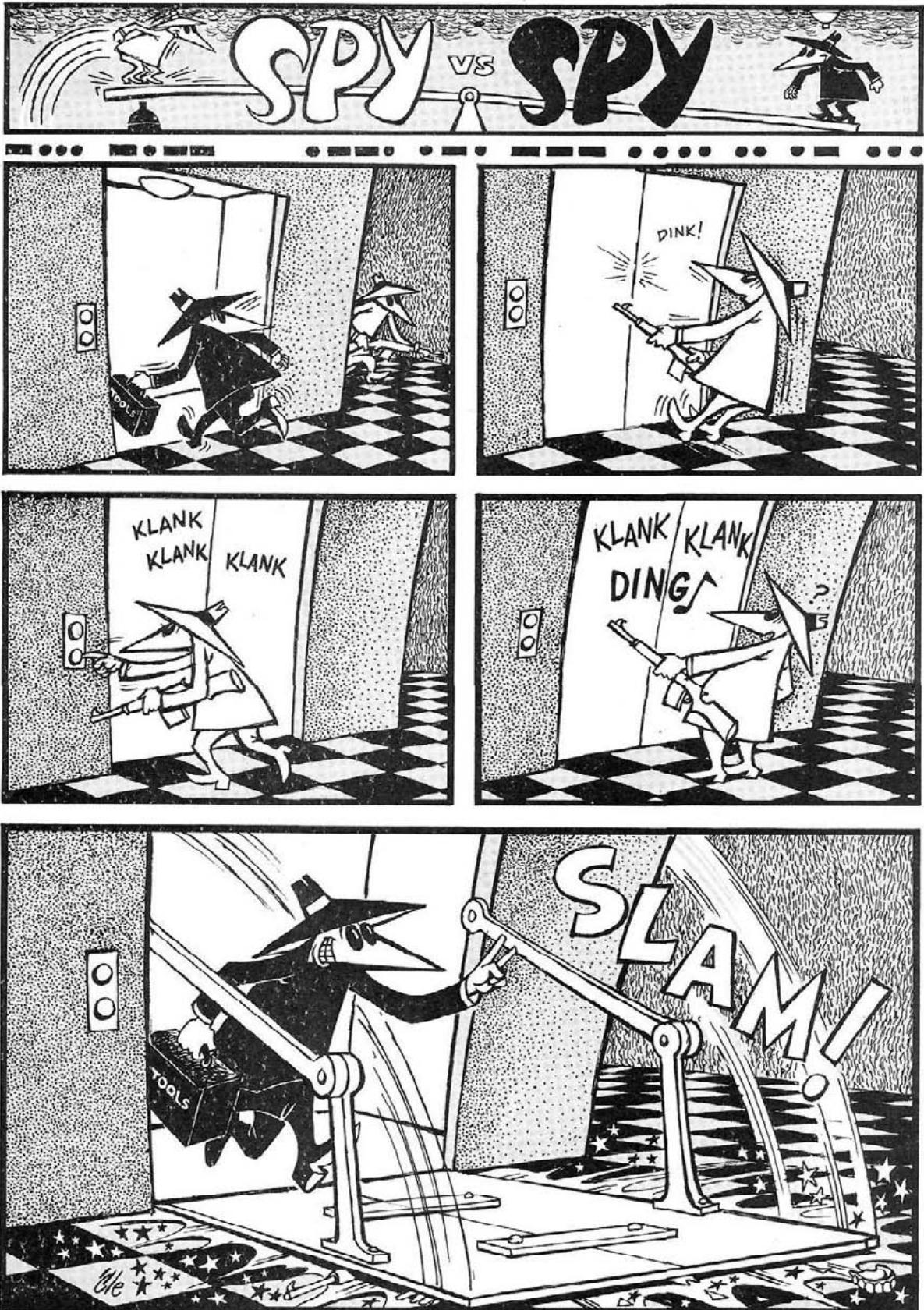
WHAT
IS
THIS
I'M
SIGNING?

IT'S A STANDARD FORM. YOU
AGREE NOT TO HOLD THE
COMPANY LIABLE FOR ANY PHYSICAL
INJURIES YOU MIGHT SUFFER
AND AUTHORIZE US TO RELEASE
YOUR BODY TO NEXT OF KIN!



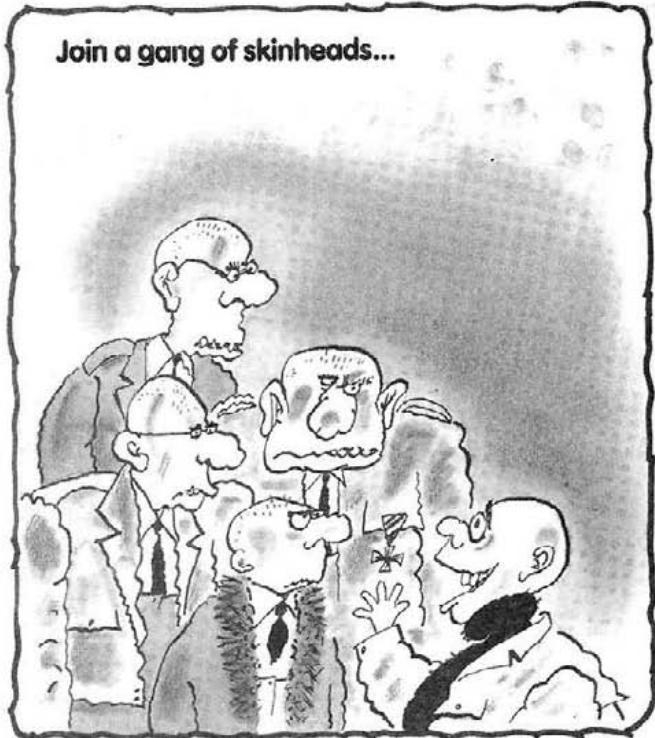






MAD'S Cheap and Painless Methods for... OVER

Join a gang of skinheads...



Make friends with small, furry animals...



Comb all your other facial hair upwards and back...



Take advantage of hanging house plants...



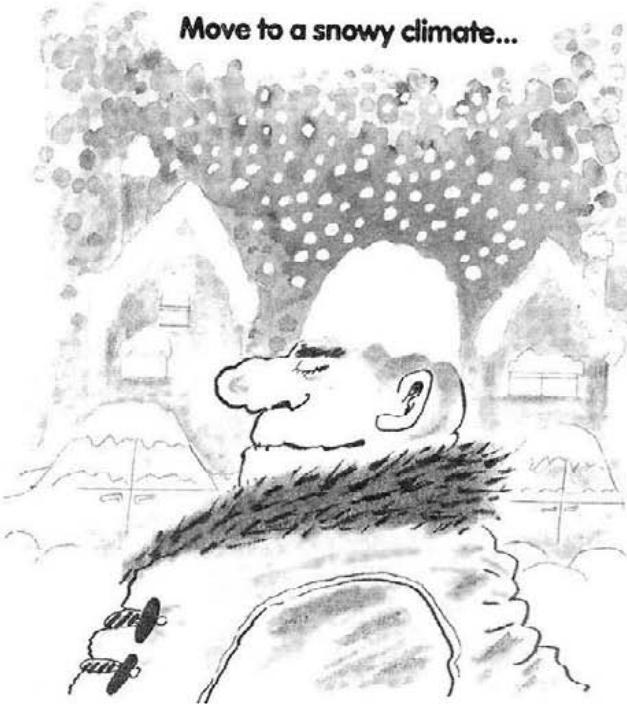


COMING BALDNESS

Sit in the smoking section of public places...



Move to a snowy climate...



...at Little Expense and Even Less Pain

ARTIST AND WRITER: PAUL PETER PORGES

...arched doorways...

...and parties decorated with lots of balloons...

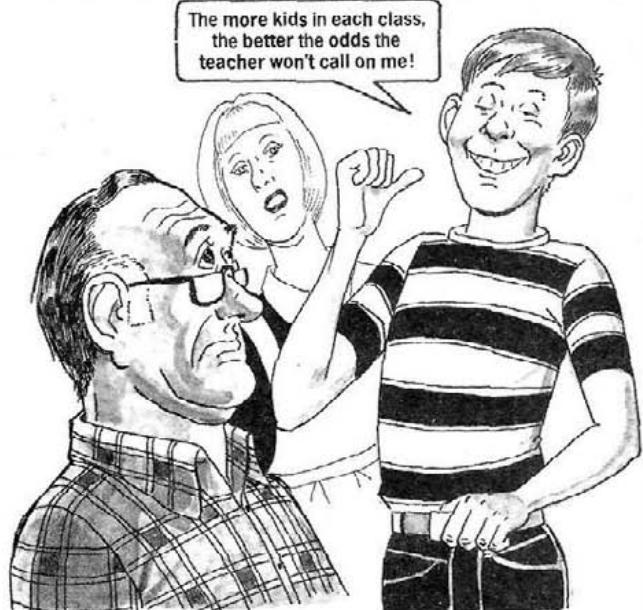


SCHOOL

This is an outrage! According to this survey, despite yearly school tax increases, your classes are still overcrowded!

I'm not unhappy about that...

The more kids in each class, the better the odds the teacher won't call on me!



BERG'S-EYE VIEW DEPT.

THE LIGHT

WISHING

This morning's sermon about "only thinking of oneself" was really moving!

It had quite an effect on me, too! It's the first time I didn't pray that I'd find a good man to marry!

Instead, I prayed that my parents would get a good son-in-law!



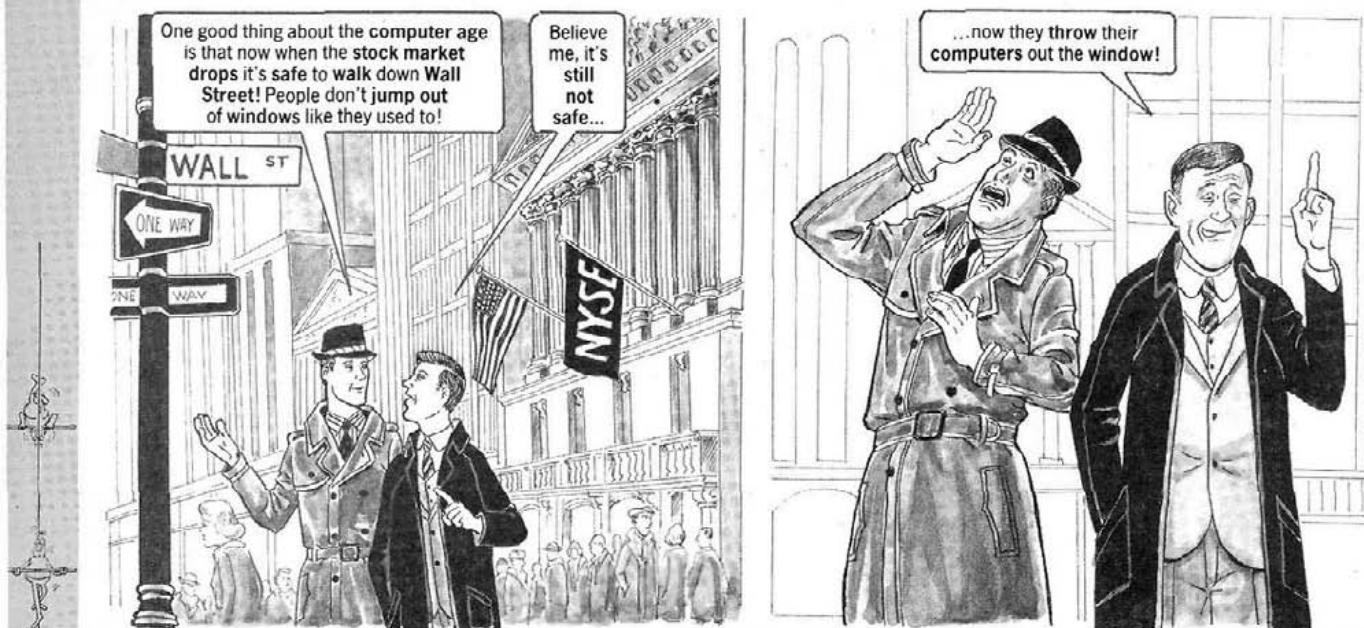
FAMILY UNITS



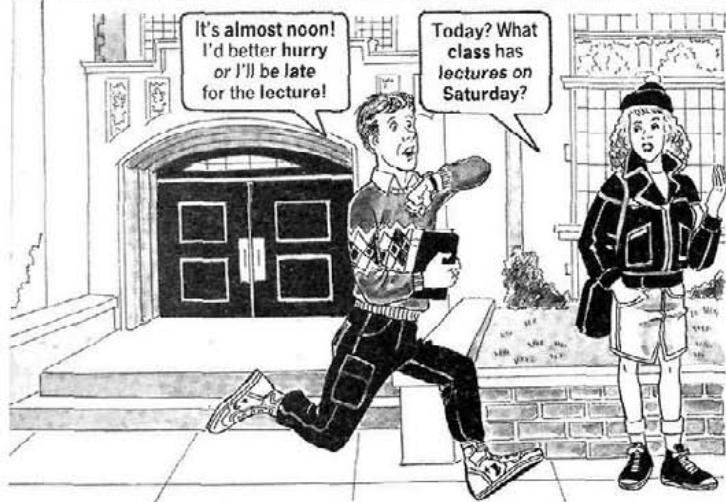
ARTIST & WRITER:
DAVE BERG

R SIDE OF...

THE ECONOMY



LISTENING



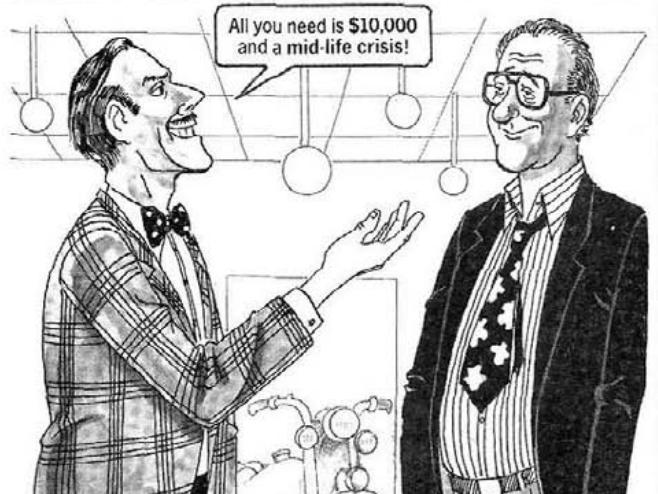
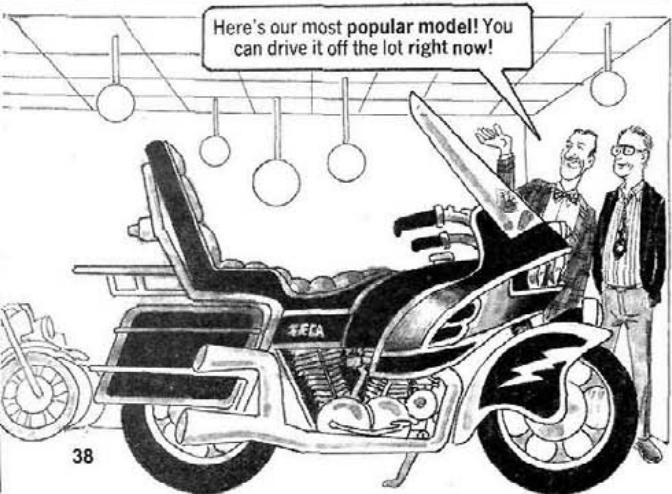
ENERGY CRISIS



POLITICS



STAGES



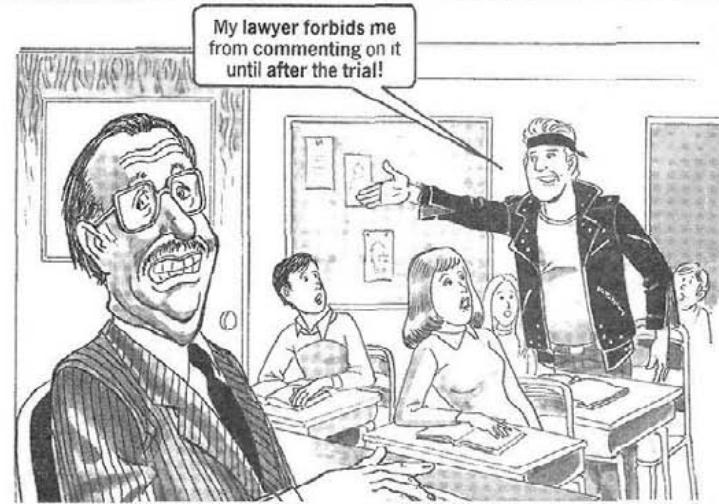
WINNING



SUCCESS



SPECIAL CASES



FINANCES



WISDOM



DOCTORS



AN EMBARRASSMENT OF RICHARD'S DEPT.

Tired of being suckered into opening a piece of junk mail with seductive promises on the envelope only to be let down when you read the contents? Here's your chance to get even with MAD's...

DECEPTIVE WAYS TO GET JUNK MAIL SENDERS TO EXCITEDLY OPEN YOUR REPLY!

WRITER: DICK DEBARTOLO

Tom Tormey
112 Caitlin Drive
Staten Island, NY

**OPEN
FOR
cash**

SHAM, SHAM & SHAME
5000 Piece Dinnerware Offer
P.O. Box 13
Trashy Stuff, Ohio

TO: SHAM, SHAM & SHAME
FROM: TOM TORMEY
GENTLEMEN -- THIS IS THE LAST MAILER
FROM YOU THAT I WILL OPEN FOR FREE.
THE NEXT PIECE OF JUNK MAIL FROM YOU
I WILL ONLY **OPEN FOR CASH!**

C. Glitz
17 Boat Basin Rd.
Las Vegas, Nevada

BIG RIP OFF MAIL ORDER
222 Hustle Lane
Gyp, Texas

*Certified
Check Enclosed*

Gentlemen:
This is to **CERTIFY** that I did **CHECK** the box that says:
"I am not ordering merchandise, but I do want to be
entered in your free car contest!"

Hoping to be a Winner,

C. Glitz

Gaspar Saladino
69 Lettering Street
Plainview, NY

**LARGE
ORDER
ENCLOSED!**

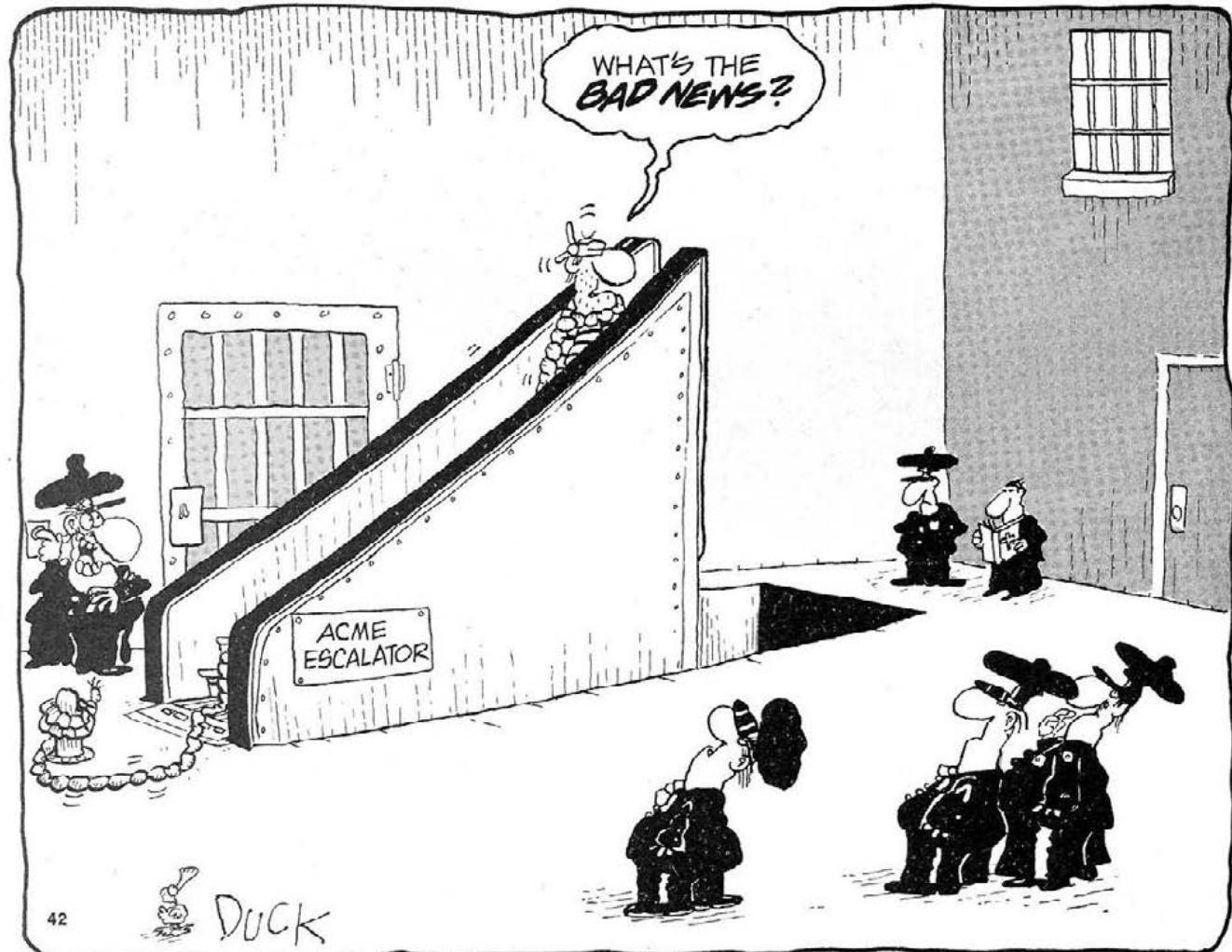
Kodad 35mm Camera Offer
11 Underexposed Circle
Shutter, Ind.

To: Kodad 35mm Camera Offer
From: GASPAR SALADINO
Sir: I have a **LARGE ORDER** for you!
REMOVE MY NAME FROM YOUR MAILING LIST
IMMEDIATELY!!!

THE GHASTLY GALLows GOODBYE



ARTIST AND WRITER: DUCK EDWING



Hi, I'm Jugg Hertz. If you don't mind, I'm going to walk you through an episode of my new sitcom. At first you may think this entire show is just a second-rate rehash of *Taxi*—you know, an average middle class guy surrounded by a group of wise-cracking semi-wierdos. But when you take a closer look, you'll see it's nothing at all like *Taxi*! Notice, there's no garage, no cabs—and some people would say no laughs! Is it any wonder why they call this show

Dreary John...

ARTIST: SAM VIVIANO

WRITER: DICK DEBARTOLO

I'm L. Sleaze, head of this group of recently divorced people! I'm just divorced myself! My husband was repressed and had s-s-sexual problems of a s-s-sexual nature concerning s-s-sex. Luckily, I'm mature and can talk openly about such things! But rather than talk about s-s-sex, I prefer to show you some pictures!

I'm Curt! Women I meet say I'm just a pushy and obnoxious egomaniac! But I'm much more than that! Once I turn on the "old Curt charm" they have to admit I'm also a rude chauvanistic pig!

I'm Raff! My ex-wife says all I do is complain and whine and complain and whine! Not really! While I may complain a lot and whine a lot, I NEVER do both together!

I'm Bate! I'm pretty, sensitive and recently separated. No, not from my husband, from my agent—for hooking me up with this neutrotic group of weirdos where I obviously don't belong!

I'm John Racy! When my wife left she split everything we owned in two and then took both halves! All I came away with is the clothes I'm wearing!

PAST MEMBERS

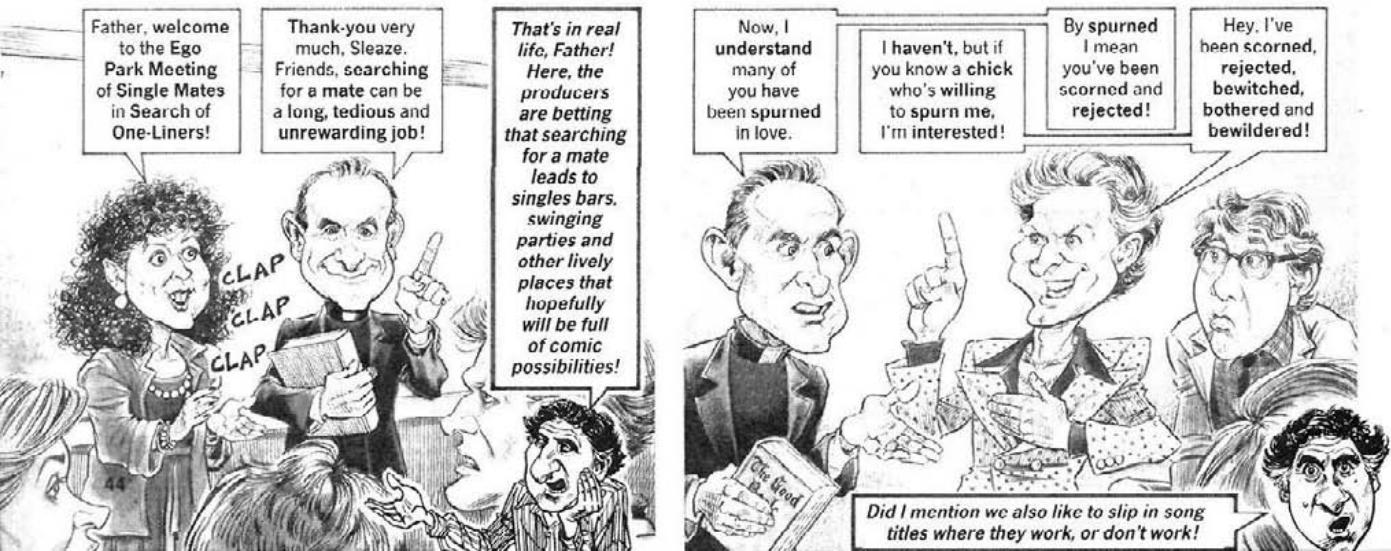
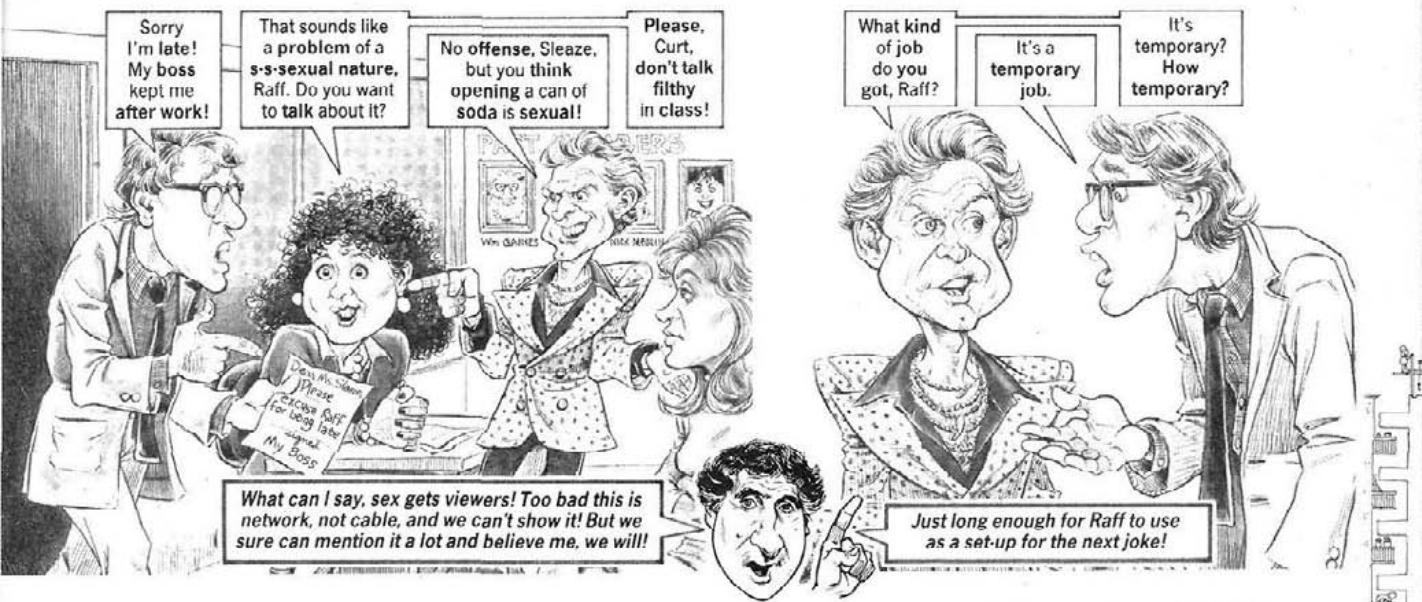


LIZ TAYLOR

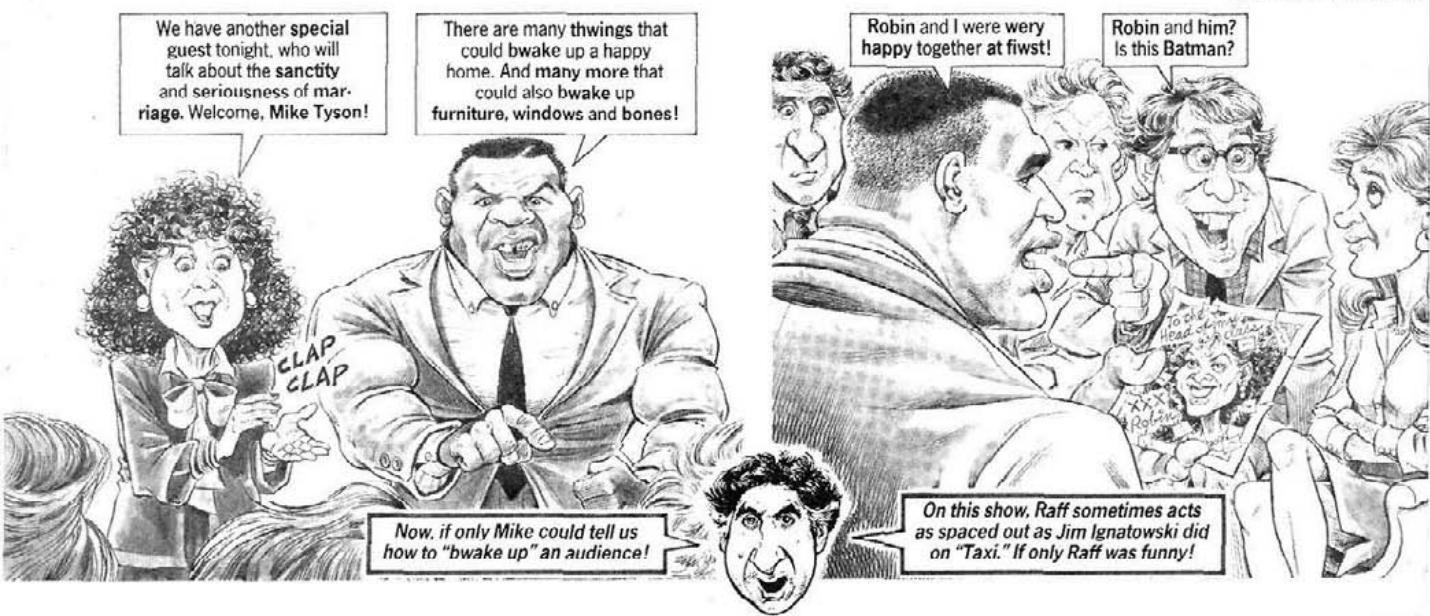
JOHNNY CARSON

FRANK SINATRA









May I share a letter I got today from my father, the hair-dresser in a tough mining town?

Thanks for pitching in again Raff, but we don't need to drag in some preposterous joke right now! We're winding this whole thing up. But save it, we'll probably need it next week!

Friends, we have some very special guests tonight! They are a group of divorced people who feel living alone is where it's at.

Frankly, I think it's a convenient way to deny their own s-s-sexual problems! Say hello to "Spouses Who Left Their Boring Mates"!

My God, look at this hideous group of drop-outs! I don't even want to know if they have s-s sexual problems!

Ugh! Get them out of here! They have no use in today's society! Not one of them is even wearing a gold chain!

Oh no, they're our ex-husbands and ex-wives!

I can't believe it! And usually I can believe anything!

Enough, already! I'm going to end our story right here! You get the picture. Each week we drag in strange people, do one-liners and call it a show. Although next week we plan on something totally new—a meeting with five of our off-the-wall second cousins! The producers swear to me it's going to be a genuine laugh riot!

THE INCONCEIVABLE ISLAND INCIDENT



KA-POW BOOM



WHAT NEW EXAM
WILL EVERY
STUDENT SOON
BE REQUIRED
TO PASS?

HERE WE GO AGAIN WITH ANOTHER MAD FOLD-IN

Passing or failing is a way of life in school. To find out the latest in this never ending business, fold the page as shown in the diagram on the right.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



© 1968
MAD

THE METHODS USED IN GIVING EXAMS VARY GREATLY. SPECIAL DETERRENTS AGAINST CHEATING ARE USED. THE INSTRUCTOR TELLS STUDENTS TO USE TIME WISELY TO SCORE THE BEST

A ►

◀ B

25 AWFULLY COLORLESS PHOTOS!

METAL SLUDGE

HARDLY ROCK'S
NO. 1 PHOTO
MAGAZINE

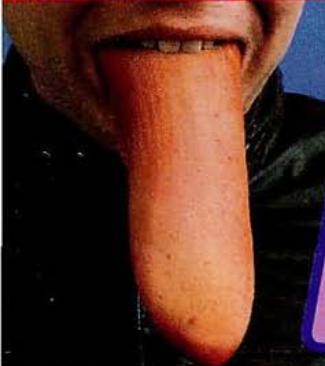


ONE GIRL'S STORY:
WHAT I'D DO ON A DREAM DATE WITH POISON!

* Exchange lipstick,
mascara and other
makeup tips
* Try on each other's
lacy lingerie
* Discuss our confusion
over sexual identity

METAL
BONUS!

LIFE-SIZE POSTER OF
GENE SIMMON'S TONGUE



SPECIAL 6 PAGE FOLD OUT!

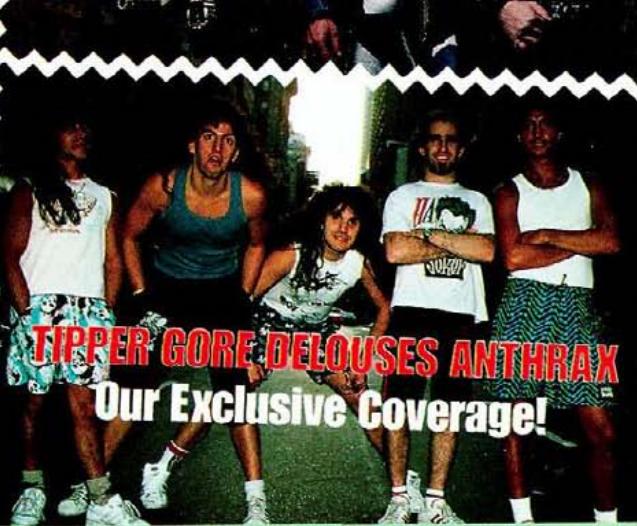
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